

SPSS II ASSIGNMENT

ASSIGNMENT OBJECTIVES:

This assignment is designed to give students an opportunity to:

- (I) Practice using SPSS to compute basic descriptive statistics
- (II) Practice performing inferential statistical analyses
- (III) Practice interpreting basic descriptive and inferential statistics

THE ASSIGNMENT:

For this assignment you will be using SPSS to analyze a data set provided by the Professor. You will need to run the appropriate statistical tests to answer the following questions. Please type up your answers to the following questions. Answers can be succinct, but you must provide statistical evidence to back up your answers. You will also be submitting your complete SPSS output file to Canvas, so I can look at your work and see where you had errors or difficulties, if necessary. Make sure to save your SPSS output file. Please note, this is an individual assignment reflecting your own efforts to conduct the analyses and interpret the results.

THE SITUATION:

Lisa is a seller of customized cases for personal devices on Etsy. Customers can order customized cases for their personal devices such as cellphones, tablets, laptops etc. Lisa is also thinking about introducing premade cases in collaboration with sports teams. She wants to start the collaboration with Philadelphia Eagles. So she decided to conduct research to determine if the collaboration would be successful. Lisa ran a Qualtrics survey to collect some information about customer's attitudes towards personal device cases. The next section contains the questions Lisa asked, the scales respondents were given to answer the question, and the variable names.

VARIABLES:

1. Pro_P- How important is having a protection for your cellphone?
 - Slider scale ranging from 0 = Not at all important to 10 = Extremely important
2. Pro_L- How important is having a protection for your laptop?
 - Slider scale ranging from 0 = Not at all important to 10 = Extremely important
3. Impt_Cus_P- How important is having a customized case for your cellphone?
 - Slider scale ranging from 0 = Not at all important to 10 = Extremely important

4. Impt_Cus_L- How important is having a customized case for your laptop?
 - Slider scale ranging from 0 = Not at all important to 10 = Extremely important
5. PI_P – How likely will you purchase a cellphone case collaborated with Philadelphia Eagles?
 - Ranges from 1 = Not at all likely 2 = Maybe 3 = Extremely likely
6. PI_L – How likely will you purchase a laptop case collaborated with Philadelphia Eagles?
 - Ranges from 1 = Not at all likely 2 = Maybe 3 = Extremely likely
7. Wait_Time- What is your ideal wait time for a customized personal device case?
 - Slider scale ranging from 1-20 days
8. WTP_P- Approximately, how much MORE money would you be willing to pay for a customized cellphone case (in US Dollars)?
 - Slider scale ranging from \$0 - \$200
9. WTP_L- Approximately, how much MORE money would you be willing to pay for a customized laptop case (in US Dollars)?
 - Slider scale ranging from \$0 - \$200
10. Fandom- Are you a fan of Philadelphia Eagles?
 - 1= yes 2= no
11. Please indicate your gender.
 - 1= male 2= female
12. What is your current age?
 - less than 16
 - 16 to 19
 - 20 to 24
 - 25 to 34
 - 35 to 44
 - 45 to 54
 - 55 to 64
 - 65 or over

THE QUESTIONS:

- 1) Create a visual representation of age. (2 points)
- 2) Are there significant relationships between fandom and likelihood of purchasing a cellphone case collaborated with Philadelphia Eagles? Are there significant relationships between fandom and likelihood of purchasing a laptop case collaborated with Philadelphia Eagles? What can you conclude about likelihood of purchase a cellphone case and laptop case collaborated with Philadelphia Eagles? (5 points)
- 3) Do respondents think that it is more important to have protections for their cellphones than laptops? Do respondents think that it is more important to have customized cases for their cellphones than laptops? (4 points)
- 4) Is there a significant difference between the ideal wait time of a customized personal device case for female and for male? Explain. (4 points)
- 5) What can you conclude from the measures of central tendency and dispersion for respondents' willingness to pay more on a customized cellphone case versus a customized laptop case? (4 points)
- 6) What concerns do you have about the data set? (3 points)
- 7) Based on the current data and results, what recommendations would you give to Lisa regarding the customized cases collaborating with sports teams? (3 points)